

# Payment Cards in Germany



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## Payment Cards in Germany

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### Introduction

Payment Cards in Germany is an invaluable guide to one of Europe's largest payment card markets. The report provides statistics on market size, competitor market shares and forecasts. It also provides an overview of regulation, competitor activities, issuer strategy and product innovation including developments in contactless, mobile payments, online and prepaid cards.

### Scope

- Data and analysis provided on debit cards, credit cards and deferred debit and charge cards.
- Historic market data and competitor market shares are presented for 2004-2008, H1 2009, with market forecasts presented to 2013.
- New this year is data covering transactions by merchant category, premium card branding, benefits per card, card primacy and repayment behaviour.
- Concludes with a detailed analysis of developments in the areas of contactless, mobile payments, online and prepaid cards.

### Highlights

The payment card market in Germany is well-developed, but cards are not the preferred electronic method for consumers due to the popularity of credit transfers for high-value purchases. German consumers are uncomfortable with using revolving credit cards, and as a result these products are not especially popular.

The competitive landscape in the German credit card market has changed and now features a large number of small players rather than being dominated by a few big players. The breadth of products is also approaching that seen in more mature markets. Barclaycard, the Sparkassen and Landesbank Berlin are the largest credit card issuers.

The credit card market in Germany declined in 2009 from 2008, but growth is expected to pick up in 2010 and remain positive through to 2013. The vast majority of payment cards in Germany are pay now products, however, and it is unlikely that this trend will be reversed.

### Reasons to Purchase

- Learn how the German general purpose payment card market has developed over the last five years.
- Understand recent developments in the market in terms of consolidation, new entrants and product innovations.
- Use of Datamonitor's five year forecasts for the market to plan your future strategy.

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Combined credit and debit cards account for the majority of online transactions in Germany, but neither is as popular as bank transfers  
German consumers are among those making the least use of credit cards online  
The same is true of debit card usage online in Germany  
Contactless payments are a \$68.6 billion opportunity in Germany  
Germany is the largest market in terms of potential opportunity in Europe, being worth \$68.6 billion  
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The petrol market offers the biggest opportunity for contactless payments, but has witnessed few developments  
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